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FACULTY OF ECONOMICS

DEPARTMENT: MANAGEMENT AND INFORMATICS

MASTER THESIS

THEME:

MARKETING STRATEGIES IN THE MOBILE OPERATOR VALA

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Among the unsatisfied with the availability of services and services of the company were customers belonging to rural areas, most of them female and all uneducated. This issue was given special attention to the proposed model, and it was recommended and their application that the author Rogers calls operational objectives are known as mechanisms that significantly improve the degree of availability of the company's products.

The last question that the company's customers, VALA faced, had to do with the promotional activities of the company, and aimed to find the degree of their information about the products and services of the company. Generally, customers are satisfied with the information they hear/read/see in the media about the products and services of the company that they are; this opinion, more or less, was proportionately divided in all categories of respondents.

In addition, quantitative and qualitative analyzes of the perceptions of members' perceptions, managerial staff of the marketing department and the clients of this company have been made, and the findings have been compared, and in the end, a model is proposed on how to manage many aspects of work in the marketing department of the mobile phone company VALA.

Finally, we can emphasize that this research also provided a model that should be followed in order to generate marketing and growth strategies for the mobile phone company VALA. They gave many scientific (theoretical and empirical) arguments that: put the top list of priorities, the principle of synergy (teamwork); improving the distribution network by defining the operational objectives; and the design and launch of communication programs based on proactive and reactive approaches are the fundamental premises on which to support the marketing strategy of the mobile phone company VALA.